

## Hyper-Hybridity: Defining a New Era of Digital Health Innovation in Asia Pacific Episode Guide

- What is hyper-hybridity? What are the key trends and opportunities explored in the report?
- Priority areas and barriers to hyper-hybridity
- Embracing hyper-hybridity

### What is hyper-hybridity? What are the key trends and opportunities explored in the report?

Hyper-hybridity is the evolution of collaboration in the digital healthcare ecosystem. It is an envisioned future state of more systemic and strategic collaboration across the multidisciplinary ecosystem, including healthcare and life sciences, technology, financial sponsors, government bodies, academic and R&D institutions and patients. We surveyed 750 healthcare and life sciences, technology and financial players (including VCs, private equity, banks and insurance companies) who are responsible for developing, operationalizing and financing digital health solutions.

#### Key findings:

- 83% report rising market pressure to build new digital health solutions and systems.
- 72% responded systemizing collaboration and structuring partnerships for success is key to digital health development in the future. 72% of digital health players believe a radical rethink of how innovation is organized, funded and scaled is required to meet demand for new solutions.
- 74% said greater collaboration across the healthcare ecosystem would significantly accelerate progress. Capital alone is not enough to meet demand.
- 75% of respondents said conflicting priorities between ecosystem players is creating barriers to more effective collaboration. This creates competition for resources and also risks cannibalizing efforts to accelerate innovation.

#### Key drivers for digital health acceleration:

- Disruption to traditional healthcare delivery and management arising from COVID-19
- Advances in digital health technology
- Cost pressure in healthcare systems
- Perception of the healthcare sector as a "safe haven" for investment amid economic downturn
- Requirement to provide personalized patient care

### Priority areas and barriers to hyper-hybridity

#### Priority areas:

- Healthcare and life sciences : Respondents have the highest focus on digital innovation for patient care. Telemedicine, e-pharmacies, e-records and chatbots for use in triage are priority areas for HLS organizations.
- Technology: Health IT is the top priority of tech organizations, as well as clinical trial management and telemedicine.
- Financial: Players are primarily interested in managing and monetizing patient data - particularly in relation to clinical trial administration and wearables. They also prioritize patient compliance tools like smart pills and packaging.

## Priority areas and barriers to hyper-hybridity (continued)

### Barriers to hyper-hybridity

- Healthcare and life sciences
  - Healthcare and life sciences companies are also concerned that poor reputation of tech in relation to data privacy and cybersecurity may prevent closer collaboration.
  - Healthcare and life sciences respondents are concerned tech organization push commercial agenda over healthcare excellence.
  - Healthcare and life sciences respondents are apprehensive with investors seeking to exit collaborations prematurely.
- Technology
  - Tech respondents feel that healthcare and life sciences partners don't always flag potential regulatory issues early.
  - There's a perception in tech sector that healthcare and life sciences companies often lack the tech knowhow to operationalize new solutions.
  - Tech sector also report cross-border restrictions on sharing data is preventing them from developing digital health solutions.
- Financial
  - Financial respondents recognize the vast competition for assets and investment returns.
  - Financial institutions/investors predict an asset bubble in digital health.

### Embracing hyper-hybridity

- **Align on patient care:** 78% of leaders believe collaboration on digital health is more effective when patient care is central to its purpose.
- **Establish the parameters of partnership:** 71% of respondents report that it is challenging to establish mutually beneficial outcomes for digital health innovation.
- **Consider contentious issues early:** 72% of organizations suggest that promising digital health innovation has been interrupted as a result of investors seeking to exit collaborations prematurely
- **Prioritize data ownership and access:** Establishing IP rights over data has proven to be contentious, particularly as this information is increasingly valuable in the context of M&A and digital health collaborations. The treatment of data as IP also varies across the region, adding to complexity.

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